

WISCONSIN URBAN FORESTRY COUNCIL
Wednesday, July 11, 2001 – 9:30a.m. – 3:00 p.m.

Christine Giese, Chair
Jeff Edgar, Vice Chair
Richard Rideout, Executive Secretary

RSVP to Dick Rideout by 7/6/2001
Phone: 608-267-0843
Email: rideor@dnr.state.wi.us

AGENDA

Location: Green Bay Botanical Garden

Address: 2600 Larsen Rd, Green Bay, WI 54304 920-490-9457

Directions: Take US 41 North to Mason St. (Hwy. 54). Travel west on Mason about 1 mile to the fourth stoplight which is Packerland Dr. (County EB). Turn right and travel north on Packerland to the first stoplight which is Larsen. Turn left on Larsen and the garden is on the right.

No	Time	Presentation	Agenda Item	Action
1.	9:30	Chris Giese	Call to order / Introductions	
2.	9:35	Chris Giese	Review / Approval of minutes of April meeting	Motion
3.	9:40	Dick Rideout	Review / Approval of Financial Report	Motion
4.	9:45	Dick Rideout Dave Liska	Review of Strategic Planning meeting held on May 21.	Information
5.	10:00	Dave Liska	Governors Council on Forestry nomination of Ken Ottman	Motion
6.	10:10	Laura Jull	Representation on WUFC by American Society of Landscape Architects	Discussion
7.	10:30	Wayne Glowac	a. Wisconsin Builders PR packet and training b. Madison Home Products Show report	Information
8.	10:45	Joan Stevens	WAA/DNR Annual Conference Topics Session Format	Information
9.	11:15	Jeff Edgar, Mark Guthmiller	Millennium Grove Project report	Update
10.	12:00		Lunch	Eat
11.	12:45	Lisa Burban	Outreach Model	Information
12.	1:30	R. Bruce Allison	CARET/Consensus Statement	Discussion
13.	1:40	Dave Stephenson, et.al.	Tour Des Trees: Updated schedule, Sponsor PR event, State Capitol Event	Update, Assignments
14.	2:00	Paul Hartman	Tour, Green Bay Botanical Garden	Education
15.	3:00		Next Meeting Adjourn	

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Wisconsin Urban Forestry Council Minutes, July 11, 2001

Green Bay Botanical Garden
Green Bay, Wisconsin

In attendance were 17 people.

The **voting members** were: Mr. Jeff Edgar-Vice Chair, Ms. Christine Giese-Chair, Mr. Wayne Glowac, Mr. Paul Hartman, Dr. Laura Jull, Mr. Paul Keller, Mr. David Liska, Dr. Robert Miller, Ms. Joan Stevens Mr. Daniel Traas,.

The **ex-officio, non-voting members** were Lisa Burban, Leif Hubbard, Bria Radtke, Dick Rideout

The **non-voting guests** in attendance: Mr. Gene Francisco, Mr. Mark Guthmiller, and Ms. Tracy Salisbury.

Absent Voting Members: Dr. R. Bruce Allison Ms. Linda Barcz Mr. Preston Cole, Mr. Mark Dochnahl, Mr. Keith Erickson, Mr. Roald Evensen, Mr. Kevin Hinckley, Ms. Marilyn Knudsen, Mr. Gregory Lancaster, Ms. Mary Morgan, Mr. Tony Perez, Mr. Robert Skiera, and Mr. Les Werner.

1. Meeting called to order at 9:35 a.m. by Council Chair Chris Giese.

The agenda was repaired to allow Wayne Glowac to present his items and leave early:

7.a. Wisconsin Builders Foundation Focus funding grant.

The grant is to develop urban forestry press kits and provide public relations training to 23 local builders' associations. To date there have been 17 training sessions, 30-40 participants each, 400-500 people reached. Pretest and post-test were very popular. Results: 65% avg. score on pretest; 95% on post-test. Kits included posters, radio public service announcement (PSA) and articles. PSA "Rex the Dog" may get played 20-40 times on a station. Need to decide on follow-up strategy to see if the message is getting to the public the way it is intended? Jeff Edgar suggested having Chapter chair of Builders Assoc. contact members to see if used the PR packet. Wayne will follow through. Lisa B. suggested Wayne consider participating in "Tree City Community at its best Building with Trees Conference. Wayne G. stated the tape did receive an award. Wayne handed out poster.

7.b. Home products show.

February attendance 16-18,000 people. Rest stops are well used judging from the trash. Receptacles need to be requested in the future. Expenses minimal- \$1,585 this year. The general consensus was that the builders are enthusiastic. Would like to see more UF Council participation. Set up time is 3-4 hour and take down 2-3 hour. Would have been much longer without help from Linda Barcz and her Bruce Co. staff. THANKS! Need 3-4 additional people to volunteer help if this is going to work in the future. Paul Keller suggested using local tree boards. Keller moved, Edgar seconded continuing support for the Madison Home Products Show in 2002. Motion carried.

2. Joan S. moved, David L seconded to approve the April minutes. Motion carried.

3. Dick provided the 3rd and 4th quarter Financial Reports. Highlight: sent Laurie Bishop to Grassroots Summit- \$500 in 4th quarter. Note: any budget balances can be carried over into next year because they are federal and the grant is active for 3 years. Council requested that **Dick revise the Financial Report format to see all quarters on one sheet.**

4. Review of Strategic planning meeting held on May 21st.

Intent was to revise plan to reflect the study. Focus was on key areas. Process: Went through old plan- kept or tossed as needed, added goals. If goal statements still valid then kept. Took 45 recommendations from the program study and incorporated into the plan. Intent is to take new strategic plan to council and Forest Management Team then submit to Forestry Policy Team for approval. Then the next step would be to create an implementation plan.

After Aug. 15th strategic plan should be ready for review. 10 page max. Council will need to assist on PR issues and explore other sources of assistance.

5. Representation on Governor's Council for Forestry. Dave Liska commented that hopefully this fall or winter someone could take over Bob Skiera's position. Ken Ottman was approached and agreed to accept such a position if offered. Bob Miller moved and Joan Stevens seconded to endorse him. Motion carried. Lisa B. suggested he become a member of the UF council as well. Council will submit a formal letter from Chris to Dan Meyer stating Ken willing to participate on Gov. council, based on his background in the municipal and commercial sector, international experience and also being a dynamic person in general. It was also recommended that Bob S. send a letter to resign and recommend Ken Ottman. Dick should invite Dan Meyer of the Governor's Council to the ISA conference in Milwaukee.

6. WASLA Representation

Laura Jull contacted Jay Fernholtz to see if any interest for ASLA to have a representative on the WUFC. Lief H. will follow up with Laura Jull. WUFC will approve WLSA representative and forward to the secretary for appointment.

8. WAA/DNR Annual Conference Topics Session Format: Dick suggested Sunday 1-4 p.m. tree board workshop. Concurrent sessions regarding certification and tree biology are being offered. No evening tree board reception as in the past. Tree board workshop will include presentations by several people, Mary Morgan and Joan Stevens verbalized interest as well as Chris Giese. Suggested topic: Storm event planning incident command. It was mentioned that Katie Himanga, Lake City, MN has put together a storm damage notebook. A rough draft will be forthcoming for approval. Issue: Urban Forestry Council meeting 2-4 on Sunday. The possibility of having the council meeting at a different time to allow council members to attend the sessions on Sunday was discussed. It was decided that the January meeting will not be held during the UF conference, but will be held on the third Wednesday, January 16, 2002.

9. Millennium Grove update:

Temporary planting of half the trees was installed by Walbridge Academy students and teachers. Linda B. will provide a space for trees in the Bruce Company nursery. A poster on the planting was displayed at the Dane County Lussier Family Heritage Center open house. A sign designating the future grove site will be erected at Lake Farms County Park. Currently 6 trees need replacing. Jeff Edgar will deliver potted trees to promote the grove at the Tour Des Trees Capitol PR event.

11. Lisa Burban provided information on an outreach model which included articles as "Community Forestry Across the Cultures," "Operational Definitions of Diversity" and "The Recipe for building long-term relationships between foresters and the public."

12. CARET/Consensus statement: Dick relayed letter from R. Bruce Allison for Chris Giese to sign.

13. Tour Des Trees

Tour Des Trees is set for August 5-12. Brochures produced by Wayne by contract with ISA are going out. The Wisconsin Nursery Association is donating a large sugar maple to be planted along the way for either Dodgeville or Lodi event. Jeff Edgar inquired if council should fund a tour break. Dick commented that more volunteer assistance would be preferred. Jeff E. mentioned Wisconsin Landscape Federation is sponsoring a booth at the ISA conference. Dick voiced concern that the council needs to back its commitments if they decide to take on a project or event. Chris commented that she needed more specific direction.

Side note: Dick requested members to think of whom to nominate for Natl. Arbor Day awards. Lisa B. recommended considering Wayne G.

Side note: Rep. Ron Kind is co-sponsoring the Working Land Stewardship act. Title 5 has Urban Forestry section that increases authorization of appropriations from \$30 million per year to \$100 million. Dick mentioned council may want to provide support to local delegation.

Side note: DNR Forestry budget: Both houses have contract hours included. Best budget for forestry in years. Joint Finance: add 3 cent surcharge per seedling for public awareness (\$600,000/year for K-12 Forestry Education. Stevens Point EE Center will develop curriculum and educate teachers. Assembly version \$100,000 ear marks for Burnett, Outagamie and Winnebago Co for storm damage. Senate version has \$150,000 earmark for Greening Milwaukee, no match required

Side note: Leif Hubbard commented on the billboard tree cutting language in the DOT budget. Language change increases clear sign view time from 4 sec. To 6 sec. This would allow tree trimming without permit in these expanded view zones. DOT is not in favor of this language. Bob Miller suggested Bob Skiera contact the Gov. Council to pressure the governor to veto this wording. Bob moved that the council support such a veto. Dave L. seconded. Motion carried.

Side note: New tool CD-- Tree Ordinance Software, 1,800 clauses.

14. Green Bay Botanical Garden Tour

Paul Hartman hosted the tour of the Botanical Gardens in Green Bay. It was a beautiful day and the gardens were in full bloom. Thank you Paul for the time and organizing you did for this meeting.

15. Next meeting Oct. 17th , Lodi